



NEWS RELEASE

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GOVERNOR'S *VIRGINIA MOTORSPORTS INITIATIVE* PROVIDES BOOST TO HAMPTON'S EFFORTS

-- Newly launched plan will promote & support motorsports activities throughout the Commonwealth -

(Hampton, Virginia) – Hampton's efforts to claim the title of "Motorsports *Technology* Capital of North America" received a boost with Governor Warner's recent announcement of the Virginia Motorsports Initiative. With \$4 billion in hard assets and technology transfer opportunities available at NASA Langley Research Center and Old Dominion University's Langley Full Scale Tunnel, Hampton is a "one-stop location" for engineering technology and testing needs applicable to the motorsports industry. Under this newly launched initiative, the Commonwealth will seek additional federal funds for the expansion of the Langley Full Scale Wind Tunnel allowing for a broader array of race car testing. To date, Old Dominion University has taken the closed NASA 30 x 60 wind tunnel and made the facility a viable business enterprise for testing race teams. Over half of the NASCAR Winston Cup teams and other race teams from various motorsports leagues worldwide have been tested in the facility. Old Dominion is also in the process of obtaining access to other wind tunnels located at NASA Langley, enabling them to expand their resources to the high-performance automotive industry.

According to the Governor's news release distributed August 13, 2003, Warner states that "Virginia has a strong cluster of racing venues and motorsports businesses. Our new initiative will build on these existing assets to promote the growth of the motorsports industry and racing venues. Our aim is to attract and grow in Virginia a dynamic motorsports industry that sees the Commonwealth as the preferred location for engine builders, component makers, race car teams, and other businesses in the fast growing motorsports world." Three main areas have been

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targeted: new business recruitment; support of existing racing venues and assets; and nurture research and development and workforce training. Financial support will be allocated from existing sources such as traditional incentives to qualifying businesses and seeking additional federal funds.

“Hampton is in a strategic position to benefit from this announcement, said Ray White, Director of Hampton Department of Economic Development. “With the support of the Virginia Motorsports Initiative and future funding on the horizon, Hampton and the wind tunnel can continue to grow its market share in the \$5 billion performance engineering market that is increasing rapidly.” Due to the fact that there is a strong crossover between aerospace and motorsports, many companies are seeking cutting edge research to address areas from increased speed to safety. As the “Center of Excellence for Structures and Materials” for all NASA Centers, industry manufacturers and organizations frequently meet with NASA scientists and engineers to evaluate aerospace technologies. Safety is a major area targeted for improvement. NASA Langley’s recent designation as the agency’s “safety center” will only make Hampton and the Commonwealth more important to motorsports entities.

An unprecedented relationship has been consummated to market and attract new businesses to Hampton and the Commonwealth—the *Hampton Motorsports Technology Alliance*. This public/private partnership brings together the assets of NASA Langley technologies, Old Dominion University’s engineering and aerodynamic testing capabilities, the City of Hampton’s pro-business community and the Peninsula Alliance for Economic Development’s regional workforce development resources together for the benefit of the motorsports industry. Hampton has worked very closely with the Virginia Economic Development Partnership to assist with identifying business development opportunities. Hampton has also met with numerous existing Virginia-based companies, traditionally involved in the aerospace industry, to educate them as to the needs of the high-performance automotive companies.

New marketing materials have also been recently completed by the Hampton Motorsports Technology Alliance touting the area’s expertise and technology assets as well. For more information or to request the above mentioned materials, please contact the Hampton Motorsports Technology Alliance at 1-800-433-2449, 757-727-6237, e-mail: business@hampton.gov or visit www.hmta.info for additional details. Governor Warner’s full news release distributed at the Aug. 13, 2003 press conference can be obtained at http://www.governor.virginia.gov/Press_Policy/Releases/ReleasesHome.html.

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